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## CLAIMS

I claim:

1. A method for helping a subject to stop smoking, said method comprising:

5 (A) providing a non-conditioning educational program to educate the conscious mind to discourage smoking behavior;

10 (B) providing a hypnosis program to train the subconscious mind to discourage smoking behavior; and

15 (C) providing a stop-smoking substance in an amount effective to aid in the reduction or cessation of a craving to smoke tobacco.

2. The method of claim 1, wherein said stop-smoking substance comprises an anti-depressant.

3. The method of claim 2, wherein said anti-depressant comprises a drug substance.

4. The method of claim 3, wherein said drug substance comprises bupropion hydrochloride.

20 5. The method of claim 2, wherein said anti-depressant comprises a nutritional supplement.

6. The method of claim 5, wherein said nutritional supplement comprises gotu kola.

25 7. The method of claim 5, wherein said nutritional supplement comprises kava kava.

8. The method of claim 5, wherein said nutritional supplement comprises lobelia.

9. The method of claim 1, wherein said stop-smoking substance comprises an anxiolytic.

30 10. The method of claim 9, wherein said anxiolytic comprises a drug substance.

11. The method of claim 9, wherein said anxiolytic comprises a nutritional supplement.

12. The method of claim 1, wherein said stop-smoking substance comprises a nicotine receptor antagonist.

13. The method of claim 12, wherein said nicotine receptor antagonist comprises a drug substance.

5 14. The method of claim 12, wherein said nicotine receptor antagonist comprises a nutritional supplement.

15. The method of claim 14, wherein said nutritional supplement comprises lobelia.

10 16. A system for helping a subject to stop smoking, said method comprising:

(A) a non-conditioning educational program to educate the conscious mind to discourage smoking behavior;

15 (B) a hypnosis program to train the subconscious mind to discourage smoking behavior; and

(C) a stop-smoking substance in an amount effective to aid in the reduction or cessation of a craving to smoke tobacco.

20 17. The method of claim 16, wherein said stop-smoking substance comprises an anti-depressant.

18. The method of claim 17, wherein said anti-depressant comprises a drug substance.

19. The method of claim 18, wherein said drug substance comprises bupropion hydrochloride.

25 20. The method of claim 17, wherein said anti-depressant comprises a nutritional supplement.

21. The method of claim 20, wherein said nutritional supplement comprises gotu kola.

30 22. The method of claim 20, wherein said nutritional supplement comprises kava kava.

23. The method of claim 20, wherein said nutritional supplement comprises lobelia.

24. The method of claim 16, wherein said stop-smoking substance comprises an anxiolytic.

25. The method of claim 24, wherein said anxiolytic comprises a drug substance.

5 26. The method of claim 24, wherein said anxiolytic comprises a nutritional supplement.

27. The method of claim 16, wherein said stop-smoking substance comprises a nicotine receptor antagonist.

10 28. The method of claim 27, wherein said nicotine receptor antagonist comprises a drug substance.

29. The method of claim 27, wherein said nicotine receptor antagonist comprises a nutritional supplement.

15 30. The method of claim 29, wherein said nutritional supplement comprises lobelia.

31. A stop smoking kit comprising:

(A) a non-conditioning educational program to educate the conscious mind to discourage smoking behavior;

20 (B) a hypnosis program to train the subconscious mind to discourage smoking behavior; and

(C) a stop-smoking substance in an amount effective to aid in the reduction or cessation of a craving to smoke tobacco.

25 32. The method of claim 31, wherein said stop-smoking substance comprises an anti-depressant.

33. The method of claim 32, wherein said anti-depressant comprises a drug substance.

30 34. The method of claim 33, wherein said drug substance comprises bupropion hydrochloride.

35. The method of claim 32, wherein said anti-depressant comprises a nutritional supplement.

36. The method of claim 35, wherein said nutritional supplement comprises gotu kola.

37. The method of claim 35, wherein said nutritional supplement comprises kava kava.

5 38. The method of claim 35, wherein said nutritional supplement comprises lobelia.

39. The method of claim 31, wherein said stop-smoking substance comprises an anxiolytic.

10 40. The method of claim 39, wherein said anxiolytic comprises a drug substance.

41. The method of claim 39, wherein said anxiolytic comprises a nutritional supplement.

15 42. The method of claim 31, wherein said stop-smoking substance comprises a nicotine receptor antagonist.

43. The method of claim 42, wherein said nicotine receptor antagonist comprises a drug substance.

20 44. The method of claim 42, wherein said nicotine receptor antagonist comprises a nutritional supplement.

45. The method of claim 44, wherein said nutritional supplement comprises lobelia.